

APPROVED Minutes of the **REGULAR MEETING OF THE ARCHITECTURAL REVIEW BOARD** held on Tuesday, October 16, 2012, in the Public Meeting Room of the Village Hall, One Olde Half Day Road, Lincolnshire, IL.

PRESENT: Chairman Grover, Members Hardnock, Gulatee, Kennerley and Schlecht.

ABSENT: Trustee Liaison McDonough.

ALSO PRESENT: Steve McNellis, Director of Community Development and Tonya Zozulya, Planner.

CALL TO ORDER: Chairman Grover called the meeting to order at 7:02 p.m.

1.0 ROLL CALL

The roll was called by **Planner Zozulya** and **Chairman Grover** declared a quorum to be present.

2.0 APPROVAL OF MINUTES

2.1 Approval of the Minutes of the Rescheduled Architectural Review Board Meeting held on Thursday, September 20, 2012.

Chairman Grover made a correction to his title, which should state "Chairman" rather than "Chairman Pro Tem." **Member Hardnock** moved and **Member Schlecht** seconded the motion to approve the minutes of the rescheduled Meeting of the Architectural Review Board held on Thursday, September 20, 2012, as corrected. The motion passed unanimously by voice vote.

3.0 ITEMS OF GENERAL BUSINESS:

3.1 Consideration and discussion regarding proposed revisions to an approved Wall Signage Plan for the Village Green of Lincolnshire Retail Center, located at the northeast corner of Milwaukee Avenue and Olde Half Day Road (Village Green Baseline LP).

Planner Zozulya stated the Village Green Center was designated as a PUD and an Area of Special Sign Control in 1995. The PUD contains an approved signage plan, which was most recently amended in 2011 (the most recent wall signage amendment appears to date back to 1998 when various amendments were adopted for the 300 Village Green building). She stated the current wall signage plan amendment request (except for the internal wall sign illumination) was reviewed by the Village Board at the September 24, 2012 meeting and referred to the ARB for design review. The Village Board appeared in support of the overall amendment. **Planner Zozulya** then reviewed a list of revisions proposed, which include letter height increase, color and internal illumination permissibility, letter material and sign length and height. **Planner Zozulya** stated the current letter height requirement is consistent with that at the Lincolnshire Commons and City Park, the Village Green has deeper setbacks and visibility issues. With regard to the color, material and sign length requirements, those requirements are consistent with the other two centers. She noted bright or neon-like colors will not be permitted. **Planner Zozulya** said Staff is concerned about allowing a 30' sign on the 200 Village Green

building (formerly occupied by Flatlander's), due to a concern whether there is sufficient room on the building to accommodate it. **Planner Zozulya** further stated both Lincolnshire Commons and CityPark permit internal illumination for wall signs. She stated in the case of Village Green, internal and backlit signs may present a somewhat disjointed appearance, although it has not been a problem at Lincolnshire Commons.

Planner Zozulya said Staff believes the proposed revisions will enhance the visibility at the Center. **Community Development Director McNellis** added the proposed revisions would help Village Green better compete with the neighboring Vernon Hills Town Center.

David LeCavalier, representing the Petitioner, stated he has been recently retained as the Village Green office leasing broker. A different brokerage is handling Village Green retail space leasing. **Mr. LeCavalier** agreed with **Planner Zozulya's** summary of their request and stated the proposed revisions will be consistent with the other shopping centers in the Village. **Chairman Grover** asked **Mr. LeCavalier** whether he is opposed to the Staff recommendation regarding the 200 Village Green building sign length. **Mr. LeCavalier** responded the landlord believes there is room on the building for such signs. **Planner Zozulya** inquired whether **Mr. LeCavalier** had the measurements for the length of the 200 Village Green building elevations, to which he responded he did not.

Member Hardnock asked whether Staff knew the length of an existing wall sign on the south elevation. **Planner Zozulya** said while she does not have an exact measurement, she believes the sign is approximately 15' long [Staff has since field-verified the sign is 13' long]. **Member Hardnock** said he does not see how a longer sign can fit in. **Member Hardnock** inquired whether the landlord has a user for that building. **Mr. LeCavalier** said no tenants have been identified yet and it is very likely there will be two tenants in the building. It was the consensus of the ARB to recommend the Wall Signage Criteria be revised to permit wall signs, as recommended by Staff in their memorandum (i.e., the greater of 60% of the leased frontage or 15'). In addition, it was stated the landlord would need to submit a proposal for any signs that are longer than permitted, together with any other exterior building alterations for the ARB review in the future.

Member Kennerley sought clarification as to whether internal illumination is proposed as an option to the currently permitted backlit illumination. **Planner Zozulya** confirmed that is the proposal. **Member Kennerley** stated she belied the Petitioner should provide night photographs depicting internal and backlit signs, so the ARB can visualize how they would look next to each other. **David LeCavalier** responded there are existing examples of the two illumination types at the Lincolnshire Commons and the Vernon Hills Town Center.

Chairman Grover said the Petitioner's letter of request states the sign length shall not include logos whereas their Wall Tenant Criteria state the length is for both the sign and logo. He requested Staff's verification how it is treated in the Sign Code. **Planner Zozulya** reviewed the Code and stated the Code requirement for the overall sign length includes the length of the logo.

Member Hardnock sought clarification regarding neon colors. **Planner Zozulya** said there is a provision in the proposed Wall Tenant Signage Criteria to prohibit such colors, unless they are registered/trademarked colors.

Chairman Grover and Member Gulatee expressed their support for larger signs.

Community Development Director stated, as noted in the Staff memo, any sign requirements not addressed in the Village Green Wall Signage Criteria, will default to the general Sign Code.

Mr. Hardnock moved and Mr. Gulatee seconded a motion to approve, and recommend to the Village Board approval of the proposed Wall Signage Plan for the Village Green of Lincolnshire Center at the northeast corner of Milwaukee Avenue and Olde Half Day Road, as depicted in the Presentation Packet and Wall Signage Criteria submitted by Baceline Investments LLC, dated October 10, 2012, date stamped received October 11, 2012, subject to Staff's recommendation in a memorandum to the ARB, dated October 12, 2012 regarding revising the proposed Wall Signage Criteria for 200 Village Green to require that sign length be limited to the greater of 60% or 15.'

The motion passed unanimously by voice vote.

- 3.2 Consideration and discussion regarding proposed revisions to an approved Landscape Plan for the Village Green of Lincolnshire Retail Center, located at the northeast corner of Milwaukee Avenue and Olde Half Day Road (Village Green Baceline LP).

Planner Zozulya stated the landscape request was referred to the ARB by the Village Board on September 24th, for design review. Although the Village Board was in general support of landscaping revisions, they requested additional landscaping enhancements, in lieu of inch-for-inch tree replacements required by Code. The Board also requested Baceline be provided with existing Lincolnshire Commons and City Park signage requirements for comparison. **Planner Zozulya** reviewed each landscaping revision in detail for the 185 Milwaukee building; the western parking lot and Olde Half Day Road frontage for the 200 Village Green building; the Olde Half Day Road ground sign landscaping; and the Village Green entry column landscaping along Olde Half Day Road. **Planner Zozulya** said Staff walked the property with **Mr. LeCavalier** after the Village Board referral meeting and made some suggestions for landscape enhancements. She stated Staff believes the current proposal is not adequate. **Planner Zozulya** noted Staff provided the ARB with photographs of some of the landscape enhancement areas proposed by the landlord, for the ARB's reference.

Community Development Director McNellis noted the Olde Half Day Road sign landscaping is not considered an enhancement, as sign base landscaping is required by Code. He stated the landlord is simply seeking to amend an approved 2008 Landscape Plan. He stated while the Village Board was willing to waive the inch-for-inch tree replacement requirement, they directed the Petitioner to provide Center-wide landscaping enhancements to offset the tree loss.

Member Schlecht questioned whether the proposed new trees along the Olde Half Day Road frontage will cause signage visibility issues for the 200 Village Green building. **Mr. LeCavalier** agreed these trees may be an issue in the future when they mature. **Member Schlecht** inquired as to the reasons the trees adjacent to the Eddie Merlot's storefront are not proposed for removal. **Mr. LeCavalier** stated those trees were not identified among the ones causing signage conflicts.

Mr. LeCavalier stated Staff's suggestion to add ornamental grasses and annual/perennial beds along Olde Half Day Road were not pursued because the landlord did not want to plant any landscaping in the area where the Taste of Lincolnshire and Art Festival set up tents. **Planner Zozulya** said prior tent applications show the tents are set up south of the areas suggested for landscape enhancements.

The ARB felt the proposed removals were acceptable but felt the enhancements were insufficient, based on the Village Board's direction, as presented by Staff. **Chairman Grover** stated if the areas recommended by Staff do not work for the landlord, they should consider other areas. **Member Kennerley** said she believes the proposed landscape enhancement plans lack diversity and color interest, and are overall uninspired. She does not believe planting grasses in the 185 Milwaukee medians is sufficient. She said the Petitioner needs to take a comprehensive look at the Center as a whole and identify additional areas for landscape enhancements. Those areas can be within the Center and not necessarily along the two frontages. She said she does not want the ARB to provide further direction or pinpoint those areas so the Petitioner can comprehensively look at the entire Center to find suitable locations for additional enhancements. She also added it would be important to ensure any new landscaping has a good balance/symmetry and flow through the Center.

Chairman Grover asked **Mr. LeCavalier** if he wanted the ARB to take a vote on the proposed Landscape Plan. **Mr. LeCavalier** responded he would prefer to return with revised plans. **Planner Zozulya** said the next scheduled ARB meeting is on November 20, 2012.

It was the consensus of the ARB to continue this matter until the regularly scheduled November 20, 2012 ARB meeting, to allow the Petitioner the opportunity to revise the proposed landscape plans. The ARB also requested photographs of the proposed plant material be provided. **Mr. LeCavalier** inquired whether it would be beneficial to have the landscape architect attend the November meeting, to which the ARB responded affirmatively.

4.0 UNFINISHED BUSINESS

Community Development Director McNellis stated Sysmex obtained a sign letter height variation at the October 8th Committee of the Whole meeting. The second part of their original variation request, involving an internally illuminated sign and logo, has been temporarily withdrawn, as the Village Board directed Staff to initiate a Code amendment to permit internally lit signs on office buildings of a certain height, which would permit Sysmex' request. A public hearing regarding this amendment will be scheduled for the November 20 ARB meeting. **Member**

Schlecht inquired as to the rationale for prohibiting internally-lit signs. **Community Development Director McNellis** stated although Staff will try to research background for this, he believes it was likely prohibited to distinguish Lincolnshire from other communities through signage. He noted the current Code is more lenient in some areas than the previous Codes.

Community Development Director McNellis further said the McDonald's request was approved. There was a change from a metal roof, reviewed by the ARB, to a composite material (developed by Enviroshake), which looks like a cedar shake material, in depth and texture.

5.0 NEW BUSINESS (None)

6.0 CITIZENS COMMENTS (None)

7.0 ADJOURNMENT

There being no further business, **Chairman Grover** adjourned the meeting at 8:53 p.m.

Minutes submitted by Tonya Zozulya, Planner.